

## **Woodbury School of Business Objectives and Rubrics January 2010**

1. Graduates will be able to express their knowledge and ideas appropriately in writing and through verbal presentation.
  - 1.1 Students will write professional quality business documents.  
*Assessment Tool: Written Communication VALUE Rubric*  
<http://www.aacu.org/value/rubrics/pdf/WrittenCommunication.pdf>
  - 1.2 Students will deliver a professional quality presentation to an audience while using appropriate, supporting technology.  
*Assessment Tool: Oral Communication VALUE Rubric*  
<http://www.aacu.org/value/rubrics/pdf/OralCommunication.pdf>
2. Graduates will be able to utilize appropriate procedures, frameworks, models, and experience to gain knowledge, solve problems, and make appropriate decisions based on various informational sources such as data, written and verbal communication, process analysis, and creative thinking.
  - 2.1 Students will use appropriate analytical techniques to identify a business problem, generate and compare alternatives, and develop a solution.  
*Assessment Tool: Problem Solving VALUE Rubric*  
<http://www.aacu.org/value/rubrics/pdf/ProblemSolving.pdf>
  - 2.2 Students will develop a coherent business strategy and demonstrate their ability to implement processes that maximize profitability.  
*Assessment Tool: Computerized Business Simulation National Results*
3. Graduates will have a functional and integrated knowledge of basic general business concepts and disciplines.
  - 3.1 Students must successfully complete a standardized examination at the end of their degree program.  
*Assessment Tool: Senior Exam and MFT*
  - 3.2 Students will demonstrate their ability to integrate knowledge from a variety of business disciplines.  
*Assessment Tool: Computerized Business Simulation National Results*

4. Graduates will be aware of their responsibility to behave ethically in their professional lives (e.g., clients, customers, employers, society, profession, environment, and community).
  - 4.1 Students will demonstrate an awareness of a variety of ethical issues in their own personal and professional lives.  
*Assessment Tool: Ethical Reasoning VALUE Rubric*  
<http://www.aacu.org/value/rubrics/pdf/ethicalreasoning.pdf>
  - 4.2 Students will demonstrate the ability to use appropriate ethical decision-making strategies toward plans to resolve their own ethical issues and challenges.  
*Assessment Tool: Ethical Reasoning VALUE Rubric*  
<http://www.aacu.org/value/rubrics/pdf/ethicalreasoning.pdf>
5. Graduates will have a global perspective and understand cultural differences.
  - 5.1 Students will demonstrate an understanding of the drivers of globalization and their impact on firm behaviors and outcomes.  
*Assessment Tool: Intercultural Knowledge and Competence VALUE Rubric*  
<http://www.aacu.org/value/rubrics/pdf/InterculturalKnowledge.pdf>
  - 5.2 Students will demonstrate an understanding of and an ability to adapt to cross-cultural management situations.  
*Assessment Tool: Intercultural Knowledge and Competence VALUE Rubric*  
<http://www.aacu.org/value/rubrics/pdf/InterculturalKnowledge.pdf>
6. Graduates will apply business processes to developing solutions for realistic problems both in the classroom and/or the larger community.  
*Assessment Tool: Community Engagement Statistics*